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SUGGESTIONS

REGARDING THE OBSERVANCE OF

FIRE PREVENTION DAY

OCTOBER 9th

ONTARIO FIRE PREVENTION LEAGUE

IN AFFILIATION WITH

OFFICE OF THE ONTARIO FIRE MARSHAL

153 University Ave., TORONTO

GEORGE F. LEWIS,
Sec'y-Treas.

To all who are Interested in the Great Work of Fire Prevention

GREETING:

As a result of the invitation sent by Sir William Hearst, Premier of Ontario, to various organizations and individuals, the Ontario Fire Prevention League was organized on August 30th, 1918.

A number of men and women from your municipality have expressed themselves as willing to co-operate in Fire Prevention work, a list of whom has been sent to His Worship, the Mayor, who has been asked to call a meeting of all those interested in the safety of life and prevention of fire in your community, with the object of forming committees and taking such action as is necessary for the proper observance of October 9th as Fire Prevention Day.

Herewith you will please find Suggested Programme and literature bearing on the subject which explains itself. We will be pleased to give you any further information that you desire in connection with this important matter; and, on the other hand, we will consider it a favor if you will let [illegible] what action has been taken and the apparent results of your Clean-Up Campa[illegible]

October 9th as Fire Prevention Day [illegible] opportunity offered every person to talk "Fire Prevention" and "Clean-Up." [illegible] r town has few fires.

It is especially desirable to have his [illegible] Lieutenant-Governor's Proclamation read in all the public school classes by one [illegible] holars as well as at public gatherings.

Attractive lithographed window cards will be forwarded to the Chief of the Fire Department for distribution about September 25th.

Besides serving the purpose of general public education, the observance of Fire Prevention Day should be the starting point for some definite activity during the coming year—whether it be an agitation for an ordinance requiring regular fire department inspections and removal of rubbish, the building of a fire hall, better fire-fighting equipment, the improvement of the water supply, or a "personal liability" law, placing the cost of extinguishing the fire upon those through whose wilful neglect or disobedience it occurred, or for a by-law requiring the periodical cleaning of chimneys, etc.

The larger the number of organizations that can be induced to co-operate the better —such as the board of trade, rotary club, women's organizations and particularly the churches. The fire chief and school officials should obviously take a leading part in carrying out the arrangements. It is also an advantage to apportion each department of the work to the agency best suited for it, instead of overloading the backs of the willing few.

CLEAN UP AND KEEP CLEAN

Across the border a crusade is annually conducted—and in some localities it is semi-annual—in 7,000 cities and towns enlisted in the nation-wide "Clean-Up Campaign," and has resulted in making hundreds of communities and thousands of homes "better places in which to live." The same conditions that breed fire breed disease.

The enthusiastic co-operation of the whole community is necessary. Enlist every interest and organization—every man, woman and child, in a crusade of

CLEANLINESS,

THRIFT AND

CIVIC PRIDE.

Prominent speakers for the public gatherings can easily be selected from members of the legal profession, business men or clergy. Good speakers are now to be found among the women in almost all communities and it is important that they should take part in the brief talks that are given. Don't forget the Fire Chief—the boys will most certainly want to hear him.

The following literature which is being sent you will give a lot of data and practical information for a speech:

"Public Service Bulletin,"
"Safeguarding the Home Against Fire,"
"Syllabus for Public Instruction in Fire Prevention,"
"Topics" for Fire Prevention Speeches,
"Suggested By-laws for the Prevention of Fires,"
"Extracts from the Municipal Act."

The report of the Fire Prevention Convention also contains valuable material of a general character as well as the Articles of Association and Resolutions passed at the recent meeting.

We especially urge the utmost effort in giving the campaign a good start by making a complete success of Clean-Up efforts. In larger cities the direct Clean-Up work may extend over a period of a week or more. A plan that has worked out very satisfactorily is to divide the town in sections and advertise the days on which the carts will call around to remove the accumulations of rubbish, etc., from each locality.

This Clean-Up season ought to be an opportune time to bring to the attention of the city and town officials the model by-laws relating to fire prevention, inspection, etc.

FIRE PREVENTION DAY IN THE SCHOOLS

The school is bound to prove the most fruitful field for Fire Prevention work. If it can be impressed upon the minds of the rising generation that carelessness in regard to fire hazards is a mark of bad citizenship the fire waste in Ontario will automatically decrease as the years pass. In some cities and towns in the United States a half holiday has been given the children on Fire Prevention Day and even in the morning session there were no lessons. Instead, at every school building the students took part in a programme of essays and stories about Fire Prevention, and in the afternoon they were expected to take part in the general Clean-Up that the Governor had ordered. All the rubbish from attics, cellars, barns and back yards was piled up and carted away by the city officials. Experience has shown that the children will interest themselves in a most enthusiastic manner in this work. An idea for a programme, which, of course, may be varied according to local conditions, and the ideas of the teacher, is as follows:

Singing of the National Anthem;
Reading of the Lieutenant-Governor's Proclamation by a scholar;
Recitation—"The Fire Brigade";
Short talk by the Principal on "Causes of Fire and How to Avoid Them";
Brief address by the Fire Chief or a citizen—"The Necessity of Fire Prevention";
Composition by a scholar—"What to Do in Case of Fire," or "Dangers in the Use of Gasoline and Other Explosives," or "What I Have Learned About Fire Prevention Day and Why We Have It," or "Fires, Their Cause and Prevention."
Debate—"Resolved, that the life of a fireman is more dangerous than the life of a policeman";
Composition by a pupil—"What Things Can Start a Fire at Home";
Short talk by member of the fire department—"What fire means to the fireman, and how school children can help him";
Fire Drill.

It is not well to have the programme too lengthy, but have it snappy and full of vim. It is well, if possible, to have music.

EVERY SECOND COUNTS WHEN ONCE A FIRE STARTS

The surest and safest way of sending in fire alarms is by the automatic fire alarm telegraph system installed for that purpose. It is more direct and quicker than the telephone if the alarm box is convenient. Most of the mistakes made by persons sending in alarms by telephone are due to the excited condition of the speaker, and there is frequently difficulty in understanding speech of foreigners and the names of streets, especially where they are similar. Uncertain or delayed telephone connections may also cause valuable time to be lost in reporting a fire to the department.

TEACHING CHILDREN HOW TO TURN IN A FIRE ALARM

A novel plan was adopted by the Fire Department and school officials of Gary for teaching school children of that city how an alarm should be turned in. A regulation fire alarm box, and a fifteen-inch gong similar to those in use in the various fire stations, were exhibited at all the schools in connection with a course of fire prevention instruction outlined by the fire chief.

At each of the schools visited, volunteers were called for from among the boys to break the glass, and the pulling of the hook was left to the girls. It is said that the exhibitions commanded the genuine and undivided attention of every pupil.

It is well not to wait until a fire actually occurs to learn where and how to turn in an alarm. It is surprising how few people know the location of the box nearest their home or place of business.

A TALK BY THE FIRE CHIEF

To get the best results from the celebration of October 9th in the schools some preparation is necessary. A talk by uniformed officer of the fire department on fire prevention day will strike the imagination and arouse the interest of the pupils. A demonstration of the method of operating a chemical fire extinguisher will add to the usefulness of the occasion. The full possibilities will only be realized by the teachers explaining to their classes something about the significance of the fire waste and the common hazards.

PRIZES FOR ESSAYS

The writing of competitive essays in the various grades and forms of the schools and colleges for prizes offered by public-spirited citizens or organizations is a splendid means of educating the children and youth of our country in fire prevention measures. If the prize winning articles are published in your local newspaper the educative value of the competition is enhanced. The parents, as well as the children, are reached in this way.

VAMPIRES THREE

Wind Speaks.

I speed the sailor and whirl the mills,
  And make a harp of the tree;
I waft the showers that bring the flowers
  To dapple each dale and lea.
But woe!... the ways that in hunger I choose
  To blast with my awful breath;
For I shatter and wreck and naught may check
  My terrible dance of death.

Water Speaks.

I bear the vessels and turn the wheels,
  And give the desert the rose;
I ripple in rills and leap down the hills,
  Or lie in a glassy repose.
Though I do man's hest without spoil or meed,
  Cooped up in river or lake,
When I surge in wrath from my wonted path,
  Wild ruin I leave in my wake.

Fire Speaks.

I am vassal of man and I do his will
  In many a wondrous way;
If he chain me sure I am fain to endure
  His mastery night and day.
But should I escape from my dungeon red
  By charring the bolts and bars,
I chasten my master with hell's disaster,
  And flaunt my head to the stars.

—*O. H. Rosener.*

THE FIRE BRIGADE

Hark! high o'er the rattle and clamor and clatter
  Of traffic-filled streets, do you hear that loud noise,
And pushing and rushing to see what's the matter,
  Like herds of wild cattle, go pell-mell the boys.

There's fire in the city! the engines are coming!
  The bold bells are clanging, "Make way in the street!"
The wheels of the hose cart are spinning and humming
  In time to the music of galloping feet.

Make way there! make way there! the horses are flying,
  The sparks from their swift hoofs shoot higher and higher,
The crowds are increasing—the gamins are crying:
  "Hooray boys!" "Hooray boys!" "Come on to the fire!"

With clanging and banging and clatter and rattle,
  The long ladders follow the engine and hose.
The men are all ready to dash into battle:
  But will they come out again? God only knows.

At windows and doorways crowd questioning faces;
  There's something about it that quickens one's breath.
How proudly the brave boys sit in their places—
  And speed to the conflict that may be their death.

Still faster and faster and faster and faster
  The grand horses thunder and leap on their way.
The red fire is yonder and may prove the master:
  Turn out there, bold traffic—turn out there, I say.

For once the loud truckman knows oaths will not avail
  And reins in his horses and yields to his fate.
The engines are coming! let pleasure crowds scatter
  Let street car and truckman and mail wagon wait.

They speed like a comet—they pass in a minute,
  The boys follow on like a tail to a kite;
The commonplace street has but traffic now in it—
  The great fire engines have swept out of sight.

—*Ella Wheeler Wilcox*

MOVIE SHOWS

If a public "Show" is to be held, a very effective method of advertising is to have tickets of admission printed and enclosed in pay envelopes of the employees of industrial factories, etc., as possible. Another plan that has been found very satisfactory is to have tickets printed and sold in large quantities to manufacturers, proprietors of department stores and others who, in turn, distribute these tickets to their employees. This is a means of not only raising funds for the local committee but of also doing effective Fire Prevention work in a practical way, which helps those most interested.

FILMS

There are several excellent and popular films, such as "The Crime of Carnival," "The Locked Door," "An Unbeliever Convinced," "The Outlaw," etc. It was arranged at the meeting of the Fire and Accident Prevention Day Committee held in Chicago last May, of which Deputy Fire Marshal George F. Lewis is a member, that the allocation of available films to the different cities should be left in the hands of Mr. R. M. Rosseland of the National Safety Council, Continental and Commercial Bank Building, Chicago, to whom applications should be made.

Another good plan is to have catchy sentences regarding Fire Prevention shown on the screen at moving picture shows.

PRACTICAL EDUCATION ILLUSTRATIONS

Many of the cities of the United States have adopted "Stunts" of a more or less spectacular character, some of which have proven their worth in a most satisfactory manner. In Chicago last year they had a representation on the water front of how Mrs. O'Leary's cow kicked over the lamp and started the great conflagration of October, 1871. Other cities had spectacular attractions and competitive tests, such as:

A float occupied a prominent place in a fire prevention parade on which a person was smoking a cigarette, threw it carelessly in a waste paper basket, which blazed up, and it was then put out with a fire extinguisher.

In many places tests were arranged between members of fire companies with regard to laying hose, throwing streams, etc. One contest that aroused considerable amusement was a water fight between two fire companies by using a large rubber ball three or four feet in diameter and each company endeavoring to defeat the other by washing this ball into its antagonist's territory.

Newark, N.J., had a very striking exhibition of hazards and their prevention in the city hall, which was continued, much to the benefit and education of the public, for a couple of weeks.

Burning a barge on the waterfront was also used as an illustration of the destructiveness of fire as well as the means provided for fighting it.

As an advertising feature, a wagon on which were suitable signs was paraded through the city for several nights previous to October 9th, and red fire kept burning on the inside of the wagon behind the signs. This attracted great attention.

A successful means of getting the public interested was by getting them to clip newspaper accounts of fires and then writing articles to the newspapers to show how the fire in a particular instance could have been prevented.

It was found that a piece of fire apparatus taken to the school and furnished with the latest equipment, as well as signs of a fire preventive character thereon, was very helpful. This to be displayed for two or three days before October 9th.

Fire drills in schools and teaching the children how an alarm should be sent in—showing the prompt manner in which the fire department responds, together with the means adopted not only for putting out fires but also for saving life—proved very attractive and instructive to the children. In some instances exhibitions were given of a person jumping into a life net from a second story window, etc.

MATERIAL FOR LEAFLETS

A splendid means of spreading Fire Prevention propaganda is by means of leaflets distributed in schools, Y.M.C.A. meetings and other public gatherings.

DON'TS AND WARNINGS FOR FIRE PREVENTION

Don't allow children to play with matches.

Don't throw away lighted matches, cigars or cigarettes.

Don't go into dark closets, bedrooms or cellars, using matches or candles to light your way.

Don't use kerosene or gasoline in lighting fires or to quicken a slow fire—it may result in death.

Don't use gasoline or benzine to clean clothing near an open flame, light or fire.

Don't fill any lamp or stove with gasoline, or coal oil while they are lighted. Keep the burners of all lamps and stoves thoroughly clean. Fill them during the day time.

Don't put ashes in wooden boxes or barrels. Keep ashes away from boards. Hot ashes will take fire by themselves, as frequently they have small bits of coal mixed in with them.

Don't accumulate rubbish in premises, cellars or workshops, and don't deposit such materials in boxes or barrels unless it is to be removed at once; while awaiting removal, keep such material in covered metal receptacles.

Don't use candles on Christmas trees.

Don't keep matches in anything but a closed metal receptacle. Use safety matches.

Don't have storage closets under stairways. Fires in these places cut off your main exit.

Don't store oils, paint, grease or fats in the house. Keep them outside if possible. If you must have such things on hand, put them in a metal box with a lid on it.

Don't put in the ash barrel such articles as greasy paper, oily rags or waste which has been used to wipe machinery. Such articles cause many fires. Burn these things immediately after use.

Don't neglect to have the chimney flue cleaned once a year.

Don't have lace curtains in vicinity of gas jets.

Don't leave holes in the flooring, walls or ceiling. These enable fires to travel throughout the building when once started.

Don't use celluloid or similar substances near any flame, gaslight or match. They are dangerously inflammable and likely to cause fatal fires.

Don't have short gas brackets or place them close to woodwork or near curtains. Every gas jet should be protected by a glass globe or wire cage. Swinging or folding brackets are never safe.

Don't pour gasoline or naphtha down the drain. Pour it on the ground if you must get rid of it. One pint of gasoline, naphtha or benzine makes two hundred feet of explosive vapor. One gallon of gasoline has substantially the power equal to 88⅔ lbs. of dynamite.

Don't set kitchen or heating stoves close to woodwork. Put a metal shield behind stove. Leave a little air space behind the shield. Bright tin is the best protector if not placed right up against the woodwork.

Don't use small gas stoves on wooden tables. Place metal protector under them. Be careful in using gas stoves, especially in lighting the oven, and, if the meat or grease take fire, shut off the gas and throw salt, not water, on the flames.

Don't look for a gas leak with a lighted match or candle. You might suddenly find it—to your sorrow.

Don't leave doors of heaters or kitchen stoves open unless you provide a wire screen or net to catch live coals which may drop out.

Don't tamper with or extend electric wires; employ an electrician.

Don't keep gasoline other than in airtight metal cans painted *red*.

Don't fail to warn children of the dangerous bonfire.

WARNING

When in a place of public assembly, such as a moving picture show, theatre, dance hall, lecture hall, etc., *look around and note the nearest exit to you.* In case of fire or panic *walk*, not run, to that exit, and do not try to beat your neighbor to the street.

SOMETIMES WOMEN TAKE ALL THE BURDEN

It is a fact that in many communities where Fire Prevention work has been prosecuted in the United States that women have assumed the entire burden of "clean-up" activity and directed the campaign with outstanding success. It is a simple matter to discuss the question at women's institute meetngs or other gatherings and then apply the practical thoughts in the home.

LET'S ALL GET BUSY

Let every citizen join in the work on Fire Prevention Day, October 9th. Let us make our town as clean and attractive, as safe from fire, and as free from disease as any city in the Province. The success of the "Clean-Up" depends upon everyone taking part. Many disastrous fires are caused by the accumulation of rubbish—papers, boxes, etc.—about houses, in attics, cellars and yards. This is a business proposition as well as a matter of civic pride and health. A thorough observance of this "Clean-Up" Day may prevent a conflagration that would wipe out a good part of the town. Such conflagrations are frequently occurring. They are often caused by just such conditions as this "Clean-Up" is intended to remove.

Let everybody get busy and help to remove the possible cause of such a disaster in their *home town.*